

## ORDER



**Orders**  
**Order / Rev:** 718094  
**Alt Order #:** 06349759  
**Product Desc:** RNC  
**Estimate:** 3275  
**Flight Dates:** 09/28/12 - 10/05/12  
**Original Date / Rev:** 09/27/12 / 10/05/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** National Media Research Planning/ PC  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Republican National Committee  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	20	\$47,050.00	\$39,992.50
10/01/12	10/05/12	62	\$100,300.00	\$85,255.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	20	\$47,050.00	\$39,992.50	0.00
October 2012	62	\$100,300.00	\$85,255.00	0.00
<b>Totals</b>	<b>82</b>	<b>\$147,350.00</b>	<b>\$125,247.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																	
E 1	WKYC	09/28/12	10/05/12	Tonight Show Tonight Show COMMENTS APPLY TO SUB LINES A THRU B TONITE SHW	CM	1135p-1237a	----F--	:30	1	\$1,500.00	P-5	0.00	NM	3	\$4,500.00																	
<table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th></tr><tr><td>Week: 09/24/12</td><td>09/30/12</td><td>----F--</td><td>1</td><td>\$1,500.00</td><td>0.00</td></tr><tr><td>Week: 10/01/12</td><td>10/07/12</td><td>----F--</td><td>2</td><td>\$1,500.00</td><td>0.00</td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 09/24/12	09/30/12	----F--	1	\$1,500.00	0.00	Week: 10/01/12	10/07/12	----F--	2	\$1,500.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																											
Week: 09/24/12	09/30/12	----F--	1	\$1,500.00	0.00																											
Week: 10/01/12	10/07/12	----F--	2	\$1,500.00	0.00																											
E 2	WKYC	10/05/12	10/05/12	M-F 4-5p Ellen Degeneres ELLEN	CM	4p-5p	----F--	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00																	
<table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th></tr><tr><td>Week: 10/01/12</td><td>10/07/12</td><td>----F--</td><td>2</td><td>\$800.00</td><td>0.00</td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/01/12	10/07/12	----F--	2	\$800.00	0.00						
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																											
Week: 10/01/12	10/07/12	----F--	2	\$800.00	0.00																											
E 3	WKYC	10/05/12	10/05/12	M-F 430a-5a 430a News CH 3 NEWS 430A	CM	430a-5a	----F--	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00																	
<table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th></tr><tr><td>Week: 10/01/12</td><td>10/07/12</td><td>----F--</td><td>1</td><td>\$300.00</td><td>0.00</td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/01/12	10/07/12	----F--	1	\$300.00	0.00						
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																											
Week: 10/01/12	10/07/12	----F--	1	\$300.00	0.00																											
E 4	WKYC	10/05/12	10/05/12	M-F 5-6a Channel 3 News @ 5AM CH3 NEWS SUNRS	CM	5a-6a	----F--	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00																	
<table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th></tr><tr><td>Week: 10/01/12</td><td>10/07/12</td><td>----F--</td><td>2</td><td>\$1,000.00</td><td>0.00</td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/01/12	10/07/12	----F--	2	\$1,000.00	0.00						
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																											
Week: 10/01/12	10/07/12	----F--	2	\$1,000.00	0.00																											
E 5	WKYC	10/05/12	10/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00																	

Order / Rev: 718094  
 Alt Order #: 06349759  
 Flight Dates: 09/28/12 - 10/05/12

Advertiser: Republican National Committee  
 Product Desc: RNC  
 Estimate: 3275

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		2			\$1,400.00			0.00			
E 6	WKYC	09/28/12	10/05/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	----F--	:30	1	\$4,000.00	P-5	0.00	NM	2	\$8,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--		1			\$4,000.00			0.00			
Week:		10/01/12	10/07/12	----F--		1			\$4,000.00			0.00			
E 7	WKYC	10/05/12	10/05/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1			\$2,500.00			0.00			
E 8	WKYC	09/28/12	10/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$2,000.00	P-5	0.00	NM	2	\$4,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--		1			\$2,000.00			0.00			
Week:		10/01/12	10/07/12	----F--		1			\$2,000.00			0.00			
E 9	WKYC	10/01/12	10/01/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$1,500.00	P-5	0.00	NM	2	\$3,000.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		2			\$1,500.00			0.00			
E 10	WKYC	10/01/12	10/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		2			\$800.00			0.00			
E 11	WKYC	10/01/12	10/01/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1			\$300.00			0.00			
E 12	WKYC	10/01/12	10/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		2			\$1,000.00			0.00			
E 13	WKYC	10/01/12	10/01/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		2			\$1,400.00			0.00			
E 14	WKYC	10/01/12	10/01/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1			\$4,000.00			0.00			
E 15	WKYC	10/01/12	10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1			\$2,500.00			0.00			
E 16	WKYC	10/01/12	10/01/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1			\$2,000.00			0.00			
E 17	WKYC	09/29/12	09/29/12		CM	11-1130p	-----S-	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00



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Advertiser: Republican National Committee  
Product Desc: RNC  
Estimate: 3275  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	WKYC	09/30/12	09/30/12	Golf Ryder Cup SA/SU 7A-6PM	CM	7A-6PM (12:00 PM-6:00 PM)	-----S	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
RYDER CUP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					2	\$1,200.00		0.00			
E 26	WKYC	09/30/12	09/30/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
CH3 NWS@6 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$3,000.00		0.00			
E 27	WKYC	09/30/12	09/30/12	NFL Regular Season Fo NFL Football	CM	NFL Football	-----S	:30	1	\$10,000.00	P-5	0.00	NM	1	\$10,000.00
NBC SUN-FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$10,000.00		0.00			
E 28	WKYC	09/30/12	09/30/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	3	\$1,500.00	P-5	0.00	NM	3	\$4,500.00
CH3 SU MRN NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					3	\$1,500.00		0.00			
E 29	WKYC	10/04/12	10/04/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	---T---	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$3,500.00		0.00			
E 30	WKYC	10/04/12	10/04/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,500.00		0.00			
E 31	WKYC	10/04/12	10/04/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					2	\$800.00		0.00			
E 32	WKYC	10/04/12	10/04/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$300.00		0.00			
E 33	WKYC	10/04/12	10/04/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					2	\$1,000.00		0.00			
E 34	WKYC	10/04/12	10/04/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					2	\$1,400.00		0.00			
E 35	WKYC	10/04/12	10/04/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	---T---	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$4,000.00		0.00			
E 36	WKYC	10/04/12	10/04/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$2,000.00		0.00			
E 37	WKYC	10/02/12	10/02/12		CM	11-1135p	-T-----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00

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WKYC

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M-F 11-1135p Channel 3 News at 11p M-F															
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-T-----	1		\$3,500.00		0.00						
E 38	WKYC	10/02/12	10/02/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	2	\$1,500.00	P-5	0.00	NM	2	\$3,000.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-T-----	2		\$1,500.00		0.00						
E 39	WKYC	10/02/12	10/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-T-----	2		\$800.00		0.00						
E 40	WKYC	10/02/12	10/02/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-T-----	1		\$300.00		0.00						
E 41	WKYC	10/02/12	10/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-T-----	2		\$1,000.00		0.00						
E 42	WKYC	10/02/12	10/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-T-----	2		\$1,400.00		0.00						
E 43	WKYC	10/02/12	10/02/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-T-----	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-T-----	1		\$4,000.00		0.00						
E 44	WKYC	10/02/12	10/02/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-T-----	1		\$2,000.00		0.00						
E 45	WKYC	10/03/12	10/03/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	2	\$1,500.00	P-5	0.00	NM	2	\$3,000.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	--W----	2		\$1,500.00		0.00						
E 46	WKYC	10/03/12	10/03/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	--W----	2		\$800.00		0.00						
E 47	WKYC	10/03/12	10/03/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	--W----	1		\$300.00		0.00						
E 48	WKYC	10/03/12	10/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	--W----	2		\$1,000.00		0.00						
E 49	WKYC	10/03/12	10/03/12		CM	5p-6p	--W----	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00

Advertiser:	Republican National Committee
Product Desc:	RNC
Estimate:	3275

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6p Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/01/12	10/07/12	--W----		2	\$1,400.00		0.00							
E 50	WKYC	10/03/12	10/03/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--W----	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/01/12	10/07/12	--W----		1	\$4,000.00		0.00							
E 51	WKYC	10/03/12	10/03/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/01/12	10/07/12	--W----		1	\$2,500.00		0.00							
E 52	WKYC	10/03/12	10/03/12	Prime Political Program Prime Political Program	CM	Prime Political Pro- (9:00 PM-11:00 PM)	--W----	:30	1	\$10,000.00	P-5	0.00	NM	3	\$10,000.00
PRESIDENTIAL DEBATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/01/12	10/07/12	--W----		1	\$10,000.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKYC	10/01/12-10/07/12	Prime Political Program			Prime Political Pro	(9:00 PM-11:00 PM)	--W----	:30	<del>\$10,000.00</del>	0.00	NM			
See MG 52.2,52.3,52.4,52.5 [DNA-Network did provide break during debate.]															
2	NKYC	10/05/12-10/05/12	Fri Prime A			8-9p	-----F----	:30		\$2,500.00	0.00	NM			
Ⓜ MG for 52.1 10/03															
3	NKYC	10/05/12-10/05/12	Fri Prime A			8-9p	-----F----	:30		\$5,000.00	0.00	NM			
Ⓜ MG for 52.1 10/03															
4	NKYC	10/05/12-10/05/12	M-F 11-1135p			11-1135p	-----F----	:30		\$2,500.00	0.00	NM			
Ⓜ MG for 52.1 10/03															
5	NKYC	10/05/12-10/05/12	Overnight M-Su			M-Su 2xm-5am	-----F----	:30		<del>(\$100.00)</del>	0.00	NM			
Ⓜ Credited															
Totals													82	\$147,350.00	